

The aim of the thesis "Marketing activities Euromedia Group in 2011-2013" is to present the marketing communications of one of the strongest publishing houses in the Czech Republic: Euromedia Group. The company also owns a nationwide distribution network through which it gets its titles to all households, bookshop networks, supermarket chains or to booksellers and also one of the biggest reader's club in the country. At the beginning of the thesis the company is introduced, including its history and rules of membership in the reader's club. The following chapters focus on its marketing activities. They include the current members care, recruit new members recruitment and book events for the public. The thesis addresses also support of Czech authors and the Knižní klub Literary Award that is one of its tools. The promotion of books in various media is explored in the final chapters.